



Benefits of Being a Part of the Authentic Baltimore Program

- ❖ Branding as a part of the “real” Baltimore story
- ❖ Use of Authentic Baltimore Logo for public relations, advertising and other materials
- ❖ Use of Authentic Baltimore banners, signs or window decals at your site to publicize designation
- ❖ Technical Assistance from the Baltimore City Heritage Area staff to aid in meeting guidelines and maintaining certification
- ❖ Inclusion in Heritage Area publications as an Authentic Baltimore Resource
- ❖ Designation by Baltimore Area Convention and Visitors Association as an Authentic Baltimore resource in their marketing and on their website
- ❖ Inclusion in Authentic Baltimore section of the new Greater Baltimore History Alliance website